

Message Text

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TO AMEMBASSY LONDON

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: FOREIGN BUYER PROGRAM: DO-IT-YOURSELF,

--- HARDWARE AND HOME CARE PRODUCTS EXHIBITS

REF: LONDON 0131, STATE A-2270, 3/19/74

1. DUE TO MANY REQUESTS FOR DO-IT-YOURSELF, HARDWARE AND HOME CARE PRODUCTS EXHIBIT INFORMATION, LIST OF IMPORTANT U.S. EVENTS NOW BEING PREPARED FOR DISTRIBUTION AND WILL BE SENT POST.

2. A PRELIMINARY SURVEY OF EXHIBITIONS INCLUDES:

--- A) NATIONAL HOUSEWARES EXPOSITION, JANUARY 13-17,

1975, JANUARY 12-16, 1976, MCCORMICK PLACE, CHICAGO.

(ALSO HELD - JULY 14-18, 1975, MERCHANDISE MART CHICAGO).

LIST OF EXHIBITORS JANUARY '75 SHOW INTERESTED IN OVERSEAS BUSINESS SENT POST SEPARATE COVER.

--- 0) TRANSWORLD HOUSEWARES AND VARIETY EXHIBIT,

JANUARY 10-15, 1975, JULY 11-16, 1975, JANUARY 9-14, 1976,

INTERNATIONAL AMPHITHEATER, CHICAGO.

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--- C) CHICAGO HOME FURNISHING WINTER MARKET, JANUARY
5-10, 1975.

.- D) NATIONAL HARDWARE SHOW, MCCORMICK PLACE, CHICAGO,
AUGUST 26-28, 1975.

NOTE: 1975 HARDWARE SHOW AND 1976 TRANSWORLD HOUSEWARES
AND VARIETY EXHIBIT ARE AMONG ELEVEN DOMESTIC U.S. TRADE
SHOWS SUPPORTED UNDER FOREIGN BUYER PROGRAM. U.S.
EXHIBITORS AT THESE SHOWS WILL BE SURVEYED RE INTEREST IN
OVERSEAS BUSINESS AND RESULTS OF THE SURVEY WILL BE SENT
POST IN MAY OR JUNE. BIC WILL STAFF INTERNATIONAL
LOUNGE TO ASSIST FOREIGN VISITORS AT SHOWS. (LIST OF
EXHIBITORS AT 1974 HARDWARE SHOW INTERESTED IN INTER-
NATIONAL BUSINESS SENT POST SEPARATE COVER.)

--- E) NATIONAL DECORATING PRODUCTS SHOW, CHICAGO,
NOVEMBER 21-23, 1975, (FYI GROUP OF JAPANESE ATTENDING
SHOW LAST YEAR WERE ASSISTED BY FOREIGN BUYER STAFF AND
PLACED ORDERS FOR 2 MILLION DOLLARS. SHOW STRESSES
PAINTS, WALL COVERINGS, AND OTHER HOME IMPROVEMENT
PRODUCTS.)

3. MERCHANDISE MARTS: CHICAGO: MERCHANDISE MART,
830 MERCHANDISE MART, CHICAGO, ILLINOIS 60654, (312) 527-
4141. ATLANTA: MERCHANDISE MART, 240 PEACHTREE CENTER,
ATLANTA, GEORGIA 30303, (404) 688-8994. DALLAS:
MERCHANDISE MART, 5000 TRADE MART, DALLAS, TEXAS 75207,
(214) 748-6832. SAN FRANCISCO: WESTERN MERCHANDISE MART,
1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA 94103,
(415) 552-2311. NEW YORK: MERCHANDISE MART, 1407 BROADWAY,
NEW YORK, NEW YORK.

4. POST IS ENCOURAGED TO ORGANIZE SPECIALIZED BUYING
GROUPS TO VISIT U.S. OED'S FOREIGN BUYER STAFF WILL
ASSIGN PROJECT/ESCORT OFFICER IF GROUP QUALIFIES PER
CRITERIA ESTABLISHED REFAIR STATE A-2270.

5. BIC/OED FOREIGN BUYER STAFF PROJECT OFFICER
PAULETTE WOLFSON, ROOM 2322, WASHINGTON, D.C. 20230,
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(202) 967-3265. KISSINGER

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